

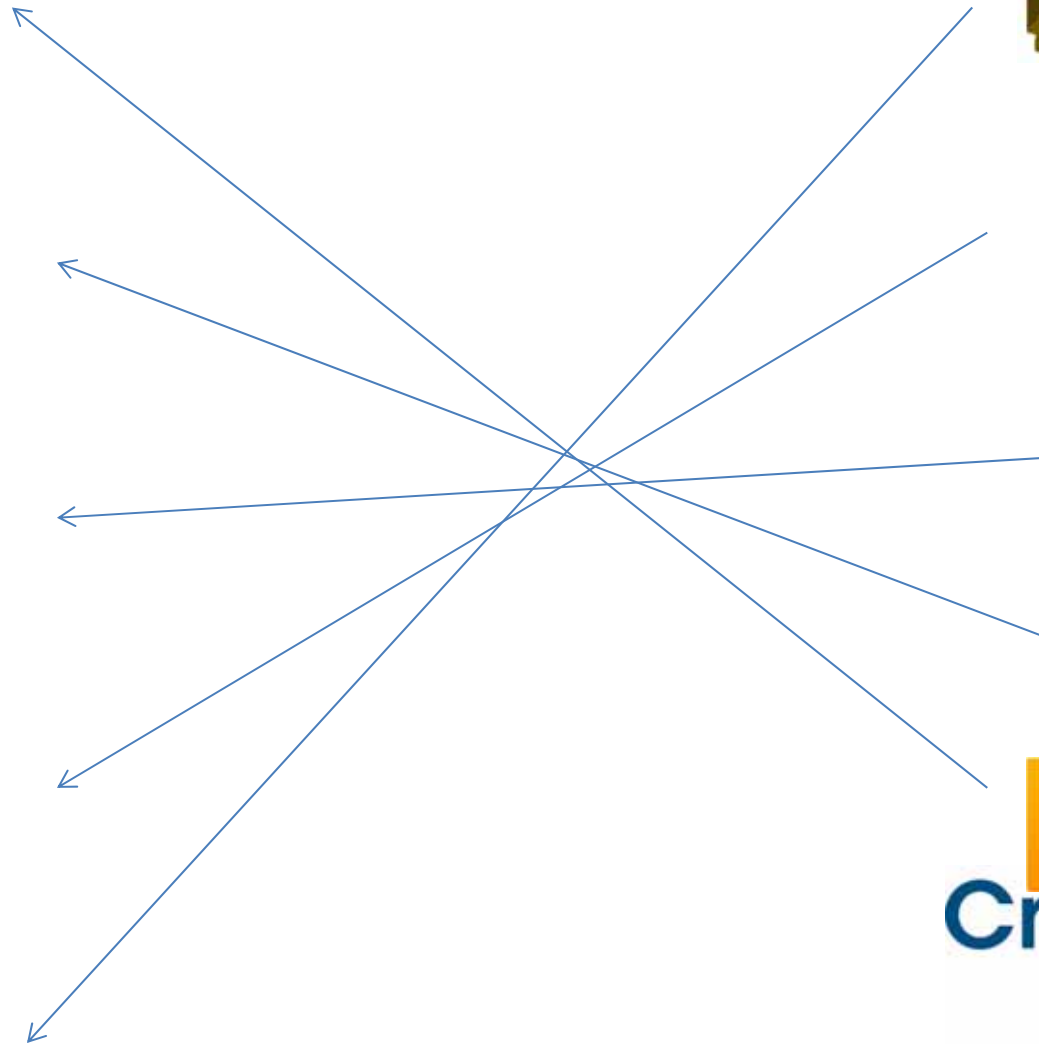


# CREATE Launch Event

22<sup>nd</sup> September 2015

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Cities Stage-1 Representative

# Stage 1 Cities





# Common Problems

- Increase in Car Ownership (population, employment)
- Change of mindset of the general public and political decision-makers



# Addressed question to CREATE

- Policy evolution from “supporting traffic growth” to “encouraging sustainable mobility” by concrete guidance and capacity building
- To investigate nature and causes of urban traffic congestion using latest advances in data capture technology
- To address the serious future problems due to rapid increases in car ownership





# Expectation of Stage 1 cities from the project

- Improved measurement of congestion and network performance including capacity building in data collection and processing
- Guidance to Stage 1 cities on how - and why - to rapidly advance to Stage 3 i.e pathways to tackling congestion and reducing levels of car use





THANK YOU FOR THE ATTENTION



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